

## FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUGUST 22-28, 1983 2

New York Time					NIELSEN AVERAGE				New York Time					NIELSEN AVERAGE					
Program Name	Duration	Day	Ntwk		AUDIENCE		No. Sta.	Prog. Covg.	Program Name	Duration	Day	Ntwk	AUDIENCE		No. Sta.	Prog. Covg.			
					Households (000)	Share %							Households (000)	Share %					
EVENING																			
A TEAM	8:00	60	TUE.	N	14,580	17.5	32	207	98	KNIGHT RIDER	8:00	60	SUN.	N	13,410	16.1	30	199	98
ABC COMEDY SPECIAL	8:30	30	FRI.	A	9,330	11.2	21	190	95	KNOTS LANDING	10:00	60	THU.	C	10,750	12.9	23	196	99
ABC FRIDAY NIGHT MOVIE	9:00	120	FRI.	A	12,250	14.7	27	176	94	LOVE BOAT	9:00	60	SAT.	A	12,330	14.8	28	200	97
ABC MONDAY NIGHT BSBL-PRE	8:00	13	MON.	A	7,410	8.9	18	208	99	LOVE, SIDNEY	8:00	30	MON.	N	8,660	10.4	20	195	95
ABC MONDAY NIGHT BASEBALL	8:13	132	MON.	A	9,160	11.0	19	208	99	MAGNUM, P.I.	8:00	60	THU.	C	11,660	14.0	27	201	99
ABC NEWSBRIEF-M-F	VAR	VAR	M-F	A	10,410	12.5	22	188	96	MAMA'S FAMILY	8:30	30	THU.	N	10,410	12.5	23	193	97
ABC NEWSBRIEF-SAT.	9:58	01	SAT.	A	11,830	14.2	26	190	95	M*A*S*H	8:00	30	MON.	C	12,080	14.5	28	196	98
ABC NEWSBRIEF-SUN.	10:01	01	SUN.	A	13,240	15.9	27	189	95	MATT HOUSTON	8:00	60	SUN.	A	9,160	11.0	20	206	98
ABC SPORTS UPDATE-SAT	8:58	01	SAT.	A	9,910	11.9	23	192	96	NBC MONDAY NIGHT MOVIES	9:00	120	MON.	N	14,830	17.8	30	196	98
ABC SPORTS UPDATE-SUN	8:28	01	SUN.	A	7,910	9.5	18	192	95	NBC NEWS DIGEST-M-F	8:58	01	M-TH	N	9,580	11.5	20	168	86
ABC SUNDAY NIGHT MOVIE	9:00	149	SUN.	A	13,160	15.8	28	200	97	NBC NEWS DIGEST-2-M-F	VAR	01	M & W N		11,500	13.8	23	176	91
ABC WORLD NEWS TONIGHT	6:30	30	M-F	A	7,500	9.0	19	206	99	NBC NEWS DIGEST-SAT	8:58	01	SAT.	N	6,830	8.2	16	166	85
ABC WRLD NEWS TONIGHT-SUN	6:30	30	SUN.	A	5,660	6.8	16	172	88	NBC NEWS DIGEST-SUN	8:58	01	SUN.	N	10,500	12.6	22	175	89
ALICE	8:00	30	SUN.	C	10,830	13.0	25	196	97	NBC NEWS DIGEST-2-SUN.	9:50	01	SUN.	N	10,160	12.2	21	176	90
ARCHIE BUNKER'S PLACE	8:00	30	WED.	C	7,000	8.4	17	191	97	NBC NIGHTLY NEWS-SAT.	6:30	30	SAT.	N	5,250	6.3	15	164	88
BENSON	8:00	30	FRI.	A	9,250	11.1	23	190	97	NBC NIGHTLY NEWS-SUN	6:30	30	SUN.	N	5,500	6.6	15	172	89
CASABLANCA SP. PART 1(S)	10:00	60	SAT.	N	6,080	7.3	14	171	93	NBC NIGHTLY NEWS	6:30	30	M-F	N	8,000	9.6	21	199	97
CBS EVENING NEWS-RATHER	6:30	30	M-F	C	9,580	11.5	24	204	99	NBC REPORTS(S)	10:00	60	THU.	N	6,500	7.8	14	201	98
CBS EVENING NEWS-DEAN	6:30	30	SUN.	C	6,410	7.7	18	184	91	NBC SUNDAY NIGHT MOVIE	9:00	120	SUN.	N	13,080	15.7	27	200	99
CBS NFL PRE-SEASON FTBL(S)	9:00	213	SAT.	C	8,830	10.6	22	198	98	NEWHART	8:30	30	MON.	C	12,000	14.4	26	195	98
CBS SAT. NEWS-SCHIEFFER	6:30	30	SAT.	C	5,080	6.1	15	144	82	NEWSBREAK-M-F	VAR	VAR	M-F	C	8,500	10.2	18	179	89
CBS TUESDAY NIGHT MOVIES	9:00	112	TUE.	C	7,750	9.3	16	198	97	NEWSBREAK-SAT.	9:58	01	SAT.	C	6,580	7.9	16	184	90
CBS WEDNESDAY NIGHT MOVIE	8:30	150	WED.	C	9,910	11.9	21	194	98	NEWSBREAK-SUN.	8:58	01	SUN.	C	11,080	13.3	23	184	92
CIRCUS OF THE STARS(S)	9:00	120	MON.	C	16,160	19.4	33	199	99	NFL PRE SEASN FTBL-NBC(S)	8:00	207	FRI.	N	7,500	9.0	17	198	97
DALLAS	9:00	60	FRI.	C	11,080	13.3	24	203	96	ON THE ROAD WITH KURLAT	8:00	30	TUE.	C	9,580	11.5	22	197	99
DALLAS(B)	10:00	60	FRI.	C	11,660	14.0	25	199	96	ONE DAY AT A TIME	8:30	30	SUN.	C	11,660	14.0	25	198	97
DIFF'RENT STROKES-SAT.	8:00	30	SAT.	N	8,910	10.7	22	194	96	OUR TIMES WITH MOYERS	8:30	30	TUE.	C	7,500	9.0	16	195	99
DUKES OF HAZZARD	8:00	60	FRI.	C	10,580	12.7	25	199	90	POWERS OF MATTHEW STAR	7:00	60	SUN.	N	7,000	8.4	18	189	93
DYNASTY	10:00	60	WED.	A	8,330	10.0	18	208	99	QUINCY, M.E.	9:00	60	SAT.	N	8,410	10.1	19	180	95
EYE ON HOLLYWOOD	8:00	30	THU.	A	7,330	8.8	17	203	97	REAL PEOPLE	8:00	60	WED.	N	10,000	12.0	23	202	99
FACTS OF LIFE	9:00	30	WED.	N	13,580	16.3	28	196	99	REGGIE	9:00	30	THU.	A	9,410	11.3	19	202	98
FALL GUY	8:00	60	WED.	A	11,750	14.1	27	211	99	REMINGTON STEELE	9:00	60	TUE.	N	12,500	15.0	26	199	99
FAMILY TIES	9:30	30	WED.	N	12,740	15.3	26	194	99	RIPLEY'S BELIEVE IT-NOT	7:00	60	SUN.	A	7,160	8.6	18	186	94
FAMILY TIES SPECIAL(S)	8:30	30	MON.	N	11,000	13.2	24	198	97	ST. ELSEWHERE	10:00	60	WED.	N	12,160	14.6	26	198	99
FANTASY ISLAND	10:00	60	SAT.	A	13,660	16.4	32	204	97	SILVER SPOONS	8:30	30	SAT.	N	8,410	10.1	20	186	94
FIRM(S)	10:00	60	TUE.	N	10,580	12.7	22	191	98	SIMON & SIMON	9:00	60	THU.	C	13,080	15.7	27	198	99
GIMME A BREAK	8:00	30	THU.	N	11,250	13.5	27	194	98	60 MINUTES	7:00	60	SUN.	C	13,990	16.8	36	208	99
GNOMES(S)	8:00	60	SAT.	C	5,750	6.9	14	176	89	T.J. HOOKER	8:00	60	SAT.	A	9,330	11.2	22	198	97
GOODNIGHT, BEANTOWN	9:30	30	SUN.	C	12,410	14.9	25	194	98	THREE'S COMPANY	9:00	30	TUE.	A	12,500	15.0	26	206	98
HAMPTONS	9:00	60	WED.	A	8,000	9.6	17	206	99	TOO CLOSE FOR COMFORT	8:30	30	THU.	A	8,160	9.8	18	202	97
HAPPY DAYS	8:00	30	TUE.	A	7,330	8.8	17	196	97	TRAPPER JOHN, M.D.	10:00	60	SUN.	C	12,660	15.2	27	196	98
HILL STREET BLUES	9:00	60	THU.	N	9,830	11.8	20	203	99	20/20	10:00	60	THU.	A	15,080	18.1	33	206	99
IT TAKES TWO	9:30	30	THU.	A	9,750	11.7	19	204	98	TWO MARRIAGES SPECIAL(S)	9:30	90	TUE.	A	13,080	15.7	27	205	98
JEFFERSONS	9:00	30	SUN.	C	13,580	16.3	28	194	98	NUMBER OF PROGRAMS	88								
JOANIE LOVES CHACHI	8:30	30	TUE.	A	8,750	10.5	19	197	96										

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

&lt;&lt; Below Minimum Reporting Standards.

U.S. TV Households: 83,300,000

## FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUGUST 22-28, 1983

New York Time				NIELSEN AVERAGE				New York Time				NIELSEN AVERAGE							
Program Name	Duration	Day	Ntwk	AUDIENCE		Households (000)	Share %	No. Sta.	Prog. Covg.	Program Name	Duration	Day	Ntwk	AUDIENCE		Households (000)	Share %	No. Sta.	Prog. Covg.
LATE FRINGE																			
ABC NEWS:NIGHTLINE	11:30	60 M-F	A	3,500	4.2	14	190	96		ONE LIFE TO LIVE	2:00	60 M-F	A	6,660	8.0	26	207	99	
ABC WEEKEND REPORT-SAT.	11:00	15 SAT.	A	4,170	5.0	11	163	89		PRICE IS RIGHT 1	11:00	30 M-F	C	6,080	7.3	28	204	99	
ABC WEEKEND REPORT-SUN.	11:34	15 SUN.	A	2,500	3.0	9	161	91		PRICE IS RIGHT 2	11:30	30 M-F	C	8,330	10.0	38	204	99	
CBS NEWS NIGHTWATCH-1	2:00	30 M-THSUC		1,000	1.2	13	70	65		RYAN'S HOPE	12:30	30 M-F	A	4,170	5.0	17	184	95	
CBS NEWS NIGHTWATCH-2	2:30	210 M-THSUC		920	1.1	23	111	90		SALE OF THE CENTURY	10:30	30 M-F	N	4,660	5.6	22	154	87	
CBS SUNDAY NEWS-OSGOOD	11:00	15 SUN.	C	4,250	5.1	11	125	69		SEARCH FOR TOMORROW	12:30	30 M-F	N	3,080	3.7	13	160	80	
DAVID LETTERMAN I	12:30	30 M-TH	N	2,750	3.3	16	182	98		TATTLETALES	4:00	30 M-F	C	3,000	3.6	12	124	70	
DAVID LETTERMAN II	1:00	30 M-TH	N	1,920	2.3	14	180	98		TODAY SHOW-7.30AM	7:30	30 M-F	N	2,580	3.1	20	205	99	
FRIDAY NIGHT VIDEOS	12:58	90 FRI.	N	2,330	2.8	17	188	97		TODAY SHOW-8.30AM	8:30	30 M-F	N	3,250	3.9	19	205	99	
LATE MOVIE I	11:30	VAR M-F	C	4,750	5.7	19	166	86		TOO CLOSE-COMFORT DAYTIME	11:00	30 M-F	A	4,170	5.0	19	191	95	
LATE MOVIE II	VAR	VAR M-F	C	3,830	4.6	25	166	86		\$25,000 PYRAMID	10:00	30 M-F	C	4,000	4.8	19	167	88	
NBC LATE NIGHT MOVIE	11:30	66 SUN.	N	1,250	1.5	5	66	45		WHEEL OF FORTUNE	11:00	30 M-F	N	6,080	7.3	28	201	98	
NBC NEWS OVERNIGHT-M-F	VAR	VAR M-F	N	1,250	1.5	13	145	91		YOUNG AND THE RESTLESS	12:30	60 M-F	C	7,580	9.1	31	205	99	
SATURDAY NIGHT	11:30	78 SAT.	N	4,750	5.7	16	202	99		NUMBER OF PROGRAMS	38								
TONIGHT SHOW	VAR	60 M-F	N	5,000	6.0	20	203	99											
NUMBER OF PROGRAMS 15																			
WEEKDAY DAYTIME																			
ABC DAYTIME NEWSBRIEF-M-F	1:57	02 M-F	A	7,080	8.5	26	182	94		ABC WEEKEND SPECIALS	12:00	30 SAT.	A	4,170	5.0	18	181	92	
ABC WORLD NEWS-MORN-645A	6:45	15 M-F	A	1,080	1.3	14	149	88		ABC WIDE WORLD-SPORTS SAT	5:00	90 SAT.	A	6,330	7.6	20	207	98	
ALL MY CHILDREN	1:00	60 M-F	A	7,910	9.5	29	206	98		AMERICAN BANDSTAND '83	12:30	60 SAT.	A	3,920	4.7	17	173	86	
ANOTHER WORLD	2:00	60 M-F	N	5,160	6.2	20	201	99		ASK NBC NEWS-8:28AM	8:28	02 SAT.	N	2,580	3.1	27	191	95	
AS THE WORLD TURNS	1:30	60 M-F	C	6,580	7.9	25	203	99		ASK NBC NEWS-8:58AM	8:58	02 SAT.	N	3,920	4.7	27	201	98	
CAPITOL	2:30	30 M-F	C	5,250	6.3	21	193	96		ASK NBC NEWS-10:28AM	10:28	02 SAT.	N	5,500	6.6	26	204	99	
CBS EARLY MORNING NEWS	6:30	30 M-F	C	1,170	1.4	21	126	88		ASK NBC NEWS-10:58AM	10:58	02 SAT.	N	4,750	5.7	22	198	95	
CBS MORNING NEWS 1	7:30	30 M-F	C	2,830	3.4	22	192	99		ASK NBC NEWS-11:58AM	11:58	02 SAT.	N	4,910	5.9	21	190	92	
CBS MORNING NEWS 2	8:30	30 M-F	C	3,000	3.6	17	192	99		BUDWEISER MILLION(S)	5:00	60 SUN.	N	5,000	6.0	15	184	95	
CHILD'S PLAY	10:30	30 M-F	C	3,500	4.2	17	163	85		BUGS BUNNY/ROAD RUNNER 1	9:30	30 SAT.	C	2,750	3.3	14	202	99	
DAYS OF OUR LIVES	1:00	60 M-F	N	6,000	7.2	22	205	99		BUGS BUNNY/ROAD RUNNER 2	10:00	30 SAT.	C	4,000	4.8	19	202	99	
DIFF'RENT STROKES M-F	10:00	30 M-F	N	5,330	6.4	26	138	85		BUGS BUNNY/ROAD RUNNER 3	11:00	30 SAT.	C	4,830	5.8	22	191	95	
DREAM HOUSE	11:30	30 M-F	N	4,660	5.6	21	183	95		BUGS BUNNY/ROAD RUNNER 4	11:30	30 SAT.	C	5,080	6.1	22	189	95	
EDGE OF NIGHT	4:00	30 M-F	A	3,580	4.3	14	145	77		CAPTAIN KANGAROO-SAT	7:00	60 SAT.	C	830	1.0	16	140	85	
FACTS OF LIFE M-F	12:00	30 M-F	N	4,410	5.3	19	145	74		CBS NCAA FOOTBALL SPECIAL(S)	12:00	60 SUN.	C	2,670	3.2	12	144	89	
FAMILY FEUD	12:00	30 M-F	A	3,920	4.7	17	180	89		DUKES	10:30	30 SAT.	C	4,250	5.1	20	198	98	
FANTASY	3:00	60 M-F	N	3,170	3.8	12	154	82		FACE THE NATION	11:30	30 SUN.	G	2,080	2.5	10	116	83	
GENERAL HOSPITAL	3:00	60 M-F	A	8,660	10.4	32	208	99		FLASH GORDON	12:30	30 SAT.	N	2,750	3.3	12	122	66	
GOOD MORNING, AMERICA-730	7:30	30 M-F	A	2,830	3.4	22	208	99		FLINTSTONE FUNNIES	8:00	30 SAT.	N	2,000	2.4	23	191	95	
GOOD MORNING, AMERICA-830	8:30	30 M-F	A	3,830	4.6	22	205	99		GARY COLEMAN SHOW	10:30	30 SAT.	N	4,830	5.8	22	198	95	
GUIDING LIGHT	3:00	60 M-F	C	6,410	7.7	24	203	99		GILLIGAN'S PLANET	12:00	30 SAT.	C	2,500	3.0	11	156	81	
LOVING	11:30	30 M-F	A	3,250	3.9	15	206	97		HULK/SPIDERMAN 1	11:00	30 SAT.	N	4,500	5.4	20	190	92	
NBC NEWS AT SUNRISE	6:30	30 M-F	N	920	1.1	13	160	90		HULK/SPIDERMAN 2	11:30	30 SAT.	N	4,580	5.5	20	190	92	
NEWSBREAK-11.57	11:57	02 M-F	C	6,910	8.3	31	178	89		IN THE NEWS- 8.26AM	8:26	03 SAT.	C	920	1.1	10	174	86	
NEWSBREAK-3.57	3:57	02 M-F	C	5,500	6.6	20	188	95		IN THE NEWS- 8.56AM	8:56	03 SAT.	C	2,000	2.4	14	181	83	

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

&lt;&lt; Below Minimum Reporting Standards.

U.S. TV Households: 83,300,000

5

## FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUGUST 22-28, 1983 6

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.	Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day			Households (000)	%	%				Duration	Day			Households (000)	%	%		
WEEKEND DAYTIME (CONT)																			
IN THE NEWS- 9.26AM	9:26	03 SAT.	C	1,830	2.2	11	187	96											
IN THE NEWS- 9.56AM	9:56	03 SAT.	C	3,080	3.7	15	202	99											
IN THE NEWS-11.56AM	11:56	03 SAT.	C	4,660	5.6	20	189	95											
IN THE NEWS-12.26PM	12:26	03 SAT.	C	2,330	2.8	10	156	81											
IN THE NEWS-12.56PM	12:56	03 SAT.	C	2,670	3.2	12	157	84											
IN THE NEWS-10.56AM	10:56	03 SAT.	C	4,170	5.0	19	198	98											
IN THE NEWS-11.26AM	11:26	03 SAT.	C	4,580	5.5	20	191	95											
MEATBALL & SPAGHETTI	9:00	30 SAT.	C	2,170	2.6	13	187	96											
MEET THE PRESS	12:30	30 SUN.	N	2,750	3.3	13	180	92											
MORK/LAVERNE/FONZ HOUR-1	11:00	30 SAT.	A	4,330	5.2	19	194	93											
MORK/LAVERNE/FONZ HOUR-2	11:30	30 SAT.	A	3,830	4.6	16	194	93											
NBC MAJOR LEAGUE BASEBALL	2:17	184 SAT.	N	6,160	7.4	24	198	97											
NBC SPORTS-30 ROCK	2:00	17 SAT.	N	4,660	5.6	20	198	97											
NCAA FOOTBALL PREVIEW(S)	5:00	60 SUN.	A	3,830	4.6	12	193	91											
NEW FAT ALBERT SHOW	12:30	30 SAT.	C	2,830	3.4	12	158	84											
PAC-MAN/RASCALS/RICHIE-1	8:30	30 SAT.	A	3,580	4.3	27	201	99											
PAC-MAN/RASCALS/RICHIE-2	9:00	30 SAT.	A	4,750	5.7	28	202	99											
PAC-MAN/RASCALS/RICHIE-3	9:30	30 SAT.	A	5,250	6.3	28	202	99											
PANDAMONIUM	8:30	30 SAT.	C	1,750	2.1	13	181	83											
PAN AMERICAN GAMES-SAT.(S)	1:00	210 SAT.	C	4,080	4.9	17	190	97											
PAN AMERICAN GAMES-SUN.1(S)	1:00	120 SUN.	C	5,160	6.2	20	195	98											
PAN AMERICAN GAMES-SUN.2(S)	4:55	70 SUN.	C	6,250	7.5	19	198	99											
POPEYE/OLIVE COMEDY SHOW	8:00	30 SAT.	C	750	.9	9	173	80											
SCHOOLHOUSE ROCK-8.25AM	8:25	04 SAT.	A	1,920	2.3	20	178	92											
SCHOOLHOUSE ROCK-10.55AM	10:55	04 SAT.	A	5,250	6.3	24	199	99											
SCHOOLHOUSE ROCK-11.55AM	11:55	04 SAT.	A	3,830	4.6	16	194	93											
SCOOBY DOO/PUPPY HOUR-1	10:00	30 SAT.	A	5,000	6.0	24	199	99											
SCOOBY DOO/PUPPY HOUR-2	10:30	30 SAT.	A	5,750	6.9	27	199	99											
SHIRT TALES	8:30	30 SAT.	N	3,500	4.2	26	201	98											
SMURFS I	9:00	30 SAT.	N	4,910	5.9	29	208	99											
SMURFS II	9:30	30 SAT.	N	5,660	6.8	30	208	99											
SMURFS III	10:00	30 SAT.	N	5,750	6.9	27	204	99											
SPORTSBEAT	4:30	30 SAT.	A	2,170	2.6	8	162	84											
SPORTSWORLD	3:30	90 SUN.	N	4,080	4.9	13	172	92											
SUNDAY MORNING	9:00	90 SUN.	C	4,000	4.8	23	166	93											
SUPERFRIENDS	8:00	30 SAT.	A	1,830	2.2	21	178	92											
THIS WEEK-DAVID BRINKLEY	11:30	60 SUN.	A	2,500	3.0	11	193	95											
THUNDARR	12:00	30 SAT.	N	3,080	3.7	13	133	71											
WORLD SERIES OF GOLF-SAT(S)	4:30	90 SAT.	C	4,080	4.9	14	193	97											
WORLD SERIES OF GOLF-SUN(S)	3:00	115 SUN.	C	5,250	6.3	18	199	99											
NUMBER OF PROGRAMS 65																			

Δ Partial time interruption within program.

+ Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

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